

Miss Kate Holden
JCDecaux UK Ltd
991 Great West Road
Brentford
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UK
TW8 9DN

Application Ref: **2010/5282/A**
Please ask for: **Jenny Fisher**
Telephone: 020 7974 **2527**

26 November 2010

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Refused

Address:
**217 West End Lane
London
NW6 1XJ**

Proposal:
Display of internally illuminated sign affixed to the south facing flank elevation of 217 West End Lane.

Drawing Nos: 00680-01 OS Maps; -02 panel specification; - 03 Panel position and photo montage; 00681 - 3 Montage 1; -3 Montage 2

The Council has considered your application and decided to **refuse** advertisement consent for the following reasons:

Reasons for Refusal

- 1 The proposed advertisement panel by reason of size, location, position on the building and method of illumination would be detrimental to the appearance of the building as well as the character and appearance of the West End Lane Conservation Area and would fail to protect and enhance the character of the West Hampstead Centre contrary to policies CS7 (Promoting Camden's centres and shops); CS14 (promoting high quality places and conserving our heritage) of the



London Borough of Camden Local Development Framework Core Strategy; and policies DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

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